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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**BURLINGTON SELECTED AS TOP TEN FINALIST IN OUTSIDE MAGAZINE'S
SEARCH FOR THE "BEST TOWN IN AMERICA"**

Burlington, Vermont June 10, 2011 – Burlington has been selected by *Outside* magazine, a prominent active-lifestyle publication, as a finalist in its search to determine the best *Outside* town in America. The three week competition, held on Facebook, kicked-off on June 8, 2011 at facebook.com/outsidemagazine.

To arrive at their top places, *Outside* looked for cities that offered a balance of great culture, perfect scenery, reasonable cost of living, and easy access to the outdoors. Now *Outside* is inviting the public to help choose their favorite from a pool of ten finalists that, in addition to Burlington, includes: Charleston, SC; Chattanooga, TN; Madison, WI; Portland, OR; Portland, ME; Santa Fe, NM; Ashland, OR; Boulder, CO; Tucson, AZ.

The winning town will receive the official honor of *Outside*'s "Best Town in America" and will be featured on the October 2011 magazine cover, *Outside* Online, and an exclusive segment on *Outside* Television.

"Though we already know that Burlington is the best place in America, just being on *Outside* Magazine's Top 10 list is recognition by itself," said Burlington Mayor Bob Kiss. "I'm pleased that people now have the opportunity to confirm that by voting for Burlington."

"These top ten towns ALL have the soul and the substance to be called *Outside*'s Best Town Ever. Our audience is extremely passionate about where they choose to live and travel – so we are thrilled to engage them in the process to help us determine the best," said *Outside*'s Editor-in-Chief Christopher Keyes.

As part of the contest, the public can vote, submit photos, video and comments backing up their selection; content that will have a chance to appear in the *Outside* magazine and on *Outside* Television. All voters will have a chance to win a five-day adventure to one of the top ten towns. The winning town will be determined through a combination of total votes; overall support as a result of content submitted; and creativity.

A link to vote for Burlington is on the City's website at: www.ci.burlington.vt.us.

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About Outside Magazine

Outside is America's leading active lifestyle magazine with 2.5 million readers every month. For more than 30 years, the magazine's mission has been to inspire active participation through award-winning coverage of travel, sports, adventure, health & fitness, gear & apparel, personalities, the environment, and the style & culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.